

**SENT VIA E-MAIL**

August 11, 1997

M. A. BELNIAK  
Key Account Manager

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TO: Boston R.O.U. #1110  
New York Metro R.O.U. #1210  
Philadelphia R.O.U. #1310  
Buffalo R.O.U. #1610  
Richmond R.O.U. #2910

*For Dissemination to Appropriate Sales and Retail Reps with BJ'S Wholesale Clubs on Attached List  
CID # 2515 00 00*

**Subject: BJ's Wholesale Clubs / RJR Accrual Promotion**

Ladies and Gentlemen:

Effective August 25, 1997 through September 19, 1997, the below listed RJR promotion will be in place in all BJ's Wholesale Clubs.

Promotion - Buydown  
Brands - Winston & Winston Selects (all styles)  
Rate: - \$2.00 per Carton

This promotional offer is only valid for BJ's Inner Circle Members (Consumers). Business Members who purchase cigarettes for resale are ineligible to participate in this promotion.

All reimbursement for this promotion will be handled at Chain headquarters.

Your assistance is requested in contacting all BJ's locations as close to the implementation date as possible to work with store personnel in communicating this promotional offer to the consumer.

For your convenience, attached please find a copy of the Promotional Memo sent to all BJ's locations.

Thanks for your assistance with this Chain.

Sincerely,

**Mike**

M. A. Belniak

MAB/nsk

Attachment

Sales		Retail	
1221		1222	
1222		1223	26
1223	7	1226	20, 23
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

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